**2019 LeadingAge Colorado Annual Conference and Exhibition Justification Toolkit**

We’re excited that you’re considering attending the LeadingAge Colorado2019 Annual Conference and Exhibition and want to support your business case to help you attend. As part of these efforts, we’ve put together this Attendee Justification Toolkit, providing you with must-know information about the conference for you and your supervisor. When you propose attending the 2019 Annual Conference & Exhibition, it is key to focus specifically on what you will bring back to your organization. The 2019 Annual Conference & Exhibition is the place to learn the latest practices and to learn how other Aging Services Providers are tackling the same problems you face.

**General Tips**

* Focus on what you will specifically bring back to demonstrate return on investment. Which of the sessions are most relevant to your professional development goals or your organization's expectations of you? What new skill(s) or approach(s) will you bring back?
* Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned. Your co-workers will get the benefits of your attendance from your presentation.
* Be ready with a plan that shows who will cover for you while you are attending the conference
* Explain that the conference showcases 50 vendors dedicated to the Aging Services Industry. Visiting with vendors will allow you to gain a broader perspective of the tools and solutions available to you and your organization.
* Offer to share a room to reduce hotel expenses by finding a roommate or carpooling!

**Top Reasons to Attend the 2019 LeadingAge Colorado Annual Conference & Exhibition: CONNECT19**

**C**oncentrate on your career

**O**btain information about best practices

**N**etwork with peers

**N**ote small improvements that you could easily make at your organization

**E**xpose yourself to trends in the field

**C**ollaborate to find innovative solutions

**T**ake some time for yourself

**A Justification Email to Your Supervisor**

Dear <supervisor's name>,

I would like to attend the 2019 LeadingAge Colorado Annual Conference and Exhibition which takes place Monday, May 13 – Wednesday, May 15, 2019 in Vail. Throughout the conference I will attend many sessions that are directly applicable to my role here at <COMPANY NAME>. I will also have opportunities to meet with a variety of professionals and colleagues at the 2019 Exhibition.

After reviewing the conference program link, I have identified several sessions that address the specific needs and challenges we face and will provide helpful information on how we can address these issues moving forward. Some of the sessions I am particularly interested in attending are:

<Insert the session descriptions which most apply to your responsibilities.>

For additional information on the conference I encourage you to visit <https://www.leadingagecolorado.org/2019-annual-conference>. I am confident that my attendance at the 2019 LeadingAge Colorado Annual Conference and Exhibition will result not only in my own professional development, but also in knowledge and best practices that I can share with colleagues who did not attend to build a stronger team. The opportunities to network with peers and learn from experts are an appropriate use of both our training/education budget and my time away from work. I would be happy to discuss your expectations of my attendance to ensure that they are met.

I very much appreciate your consideration of my request. If you require any further information at this point, please let me know.

Sincerely,

<your name here>